



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Waterfront Strategies
1010 Wisconsin Ave
Washington, DC 20007

Schedule Dates	10/09/12-10/21/12	Last Modified	Nancy Brutus
Advertiser	Service Employees International Union (SEIU) (27)	Entered By	No
Agency	Waterfront Strategies (7591)	CC-Op	
Product	POLITICAL ISSUE (In) (1187)	Headline #	06243817
Brand	SEU 10/09 (463345)	Demo	A35+R
Salesperson	TeleRep/DC, Washington DC (2995)	Order Type	Normal
Sales Office	TeleRep Washington DC	Package Deal	
Buyer Name	BASSETT, LAURA	Commission %	15.00
Phone/Fax	/	Commission	\$2,317.50
CPE	112/119/1434	Net Total	\$13,132.50
Account Types	National/Political Issue Agency 8RD	Sales Tax	
Billing Type	Weekly/Irrregular		
Comments	SEU 10/09 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

CONFIRMATION CONTRACT																			
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est. 1.0	[Unapproved (New)] on credit hold /	10/09/12-10/19/12	3	:30	12P- 12-30P (EST)		1	X	X	X	X			2	\$375.00	\$750.00	West Palm Beach (WPEC)		7/23/12
	SPOT																		
Est. 2.0	[Unapproved (New)] on credit hold /	10/09/12-10/19/12	3	:30	5P- 5:30P (EST)				X	X	X	X		2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/23/12
	SPOT																		
Est. 3.0	[Unapproved (New)] on credit hold /	10/16/12-10/19/12	3	:30	5P- 5:30P (EST)				X	X	X	X		1	\$500.00	\$500.00	West Palm Beach (WPEC)		7/23/12
	SPOT																		
Est. 4.0	[Unapproved (New)] on credit hold /	10/09/12-10/19/12	3	:30	5-30P- 6P (EST)				X	X	X	X		4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		7/23/12
	SPOT																		
Est. 5.0	[Unapproved (New)] on credit hold /	10/09/12-10/19/12	2	:30	6P- 6:30P (EST)				X	X	X	X		2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		7/23/12
	SPOT																		
Est. 6.0	[Unapproved (New)] on credit hold /	10/16/12-10/19/12	2	:30	6P- 6:30P (EST)				X	X	X	X		1	\$900.00	\$900.00	West Palm Beach (WPEC)		7/23/12
	SPOT																		
Est. 7.0	[Unapproved (New)] on credit hold /	10/09/12-10/19/12	3	:30	6A- 7A (EST)				X	X	X	X		2	\$400.00	\$800.00	West Palm Beach (WPEC)		7/23/12
	SPOT																		
Est. 8.0	[Unapproved (New)] on credit hold /	10/09/12-10/19/12	3	:30	6-30P- 7P (EST)				X	X	X	X		2	\$900.00	\$1,800.00	West Palm Beach (WPEC)		7/23/12
	SPOT																		
Est. 9.0	[Unapproved (New)] on credit hold /	10/09/12-10/19/12	3	:30	7P- 7:30P (EST)				X	X	X	X		2	\$500.00	\$1,000.00	West Palm Beach (WPEC)		7/23/12
	SPOT																		



WPEC-TV
1100 Fairfield Dr
West Palm Beach, FL 33407

Salesperson	Waterfront Strategies
Sales Office	1010 Wisconsin Ave Washington, DC 20007
Buyer Name	BASSETT, LAURA
Phone/Fax	/
CPE	112/119/1434
Account Types	National/Political Issue Agency BRD
Billing Type	Weekly/Irregular
Comments	SEIU 10/09 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Advertiser	Service Employees International Union (SEIU) (27)	Entered By	Nancy Brutus	Date	Oct. 2012	36	\$15,450.00
Agency	Waterfront Strategies (7591)	CO-OP	No:				
Product	POLITICAL ISSUE (ms) (1187)	Headline #	06243817				
Brand	SEIU 10/09 (463345)	Demo	A35+R				
Salesperson	TeleRep/DC, Washington DC (2995)	Order Type	Normal				
Sales Office	TeleRep Washington DC	Package Deal					
Buyer Name	BASSETT, LAURA	Commission	15.00				
Phone/Fax	/	Commission %	\$2,317.50				
CPE	112/119/1434	Net Total	\$13,132.50				
Account Types	National/Political Issue Agency BRD	Sales Tax					
Billing Type	Weekly/Irregular						
Comments	SEIU 10/09 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****						

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (NewL) on credit hold /	10/09/12-10/15/12	3	:30	7A- 9A (EST)		X	X	X	X	X			2	\$300.00	\$600.00	West Palm Beach (WPEC)		7/23/12
Est 11.0	Unapproved (NewL) on credit hold /	10/09/12-10/19/12	3	:30	9A- 10A (EST)		X	X	X	X	X			2	\$225.00	\$450.00	West Palm Beach (WPEC)		7/23/12
Est 12.0	Unapproved (NewL) on credit hold /	10/13/12-10/20/12	4	:30	5A- 6A (EST)							1	2	\$50.00	\$100.00	West Palm Beach (WPEC)		7/23/12	
Est 13.0	Unapproved (NewL) on credit hold /	10/13/12-10/13/12	2	:30	6P- 6:30P (EST)							1	1	\$50.00	\$50.00	West Palm Beach (WPEC)		7/23/12	
Est 14.0	Unapproved (NewL) on credit hold /	10/13/12-10/20/12	4	:30	6A- 7A (EST)							1	2	\$125.00	\$250.00	West Palm Beach (WPEC)		7/23/12	
Est 15.0	Unapproved (NewL) on credit hold /	10/13/12-10/20/12	4	:30	7A- 9A (EST)							1	2	\$150.00	\$300.00	West Palm Beach (WPEC)		7/23/12	
Est 16.0	Unapproved (NewL) on credit hold /	10/21/12-10/21/12	2	:30	6:30P- 7P (EST)							1	1	\$50.00	\$50.00	West Palm Beach (WPEC)		7/23/12	
Est 17.0	Unapproved (NewL) on credit hold /	10/14/12-10/21/12	3	:30	7A- 8A (EST)							1	2	\$150.00	\$300.00	West Palm Beach (WPEC)		7/23/12	
Est 18.0	Unapproved (NewL) on credit hold /	10/14/12-10/21/12	3	:30	8A- 9A (EST)							2	2	\$200.00	\$400.00	West Palm Beach (WPEC)		7/23/12	

CONFIRMATION CONTRACT

2012-2013 Broadcast Agreement

Date:

Signature:

Date:

Comments:



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Advertiser
Agency

Service Employees International Union Waterfront Strategies (7591)

Nancy Brutus
No

- Oct. 2011
Grand Total

36	\$15,450.00
<u>36</u>	<u>\$15,450.00</u>

Waterfront Strategies 1010 Wisconsin Ave Washington, DC 20007		Sales Office	Telerep Washington DC
Buyer Name	BASSETT,LAURA	Commission %	15.00
Phone/Fax	/	Commission	\$2,317.5
CPE	112/119/1434	Net Total	\$13,132.
Account Types	National/Political Issue Agency/BRD	Sales Tax	
Billing Type	Weekly/Irrregular		
Comments	SEU 10/09		
***** THIS IS A CASH IN ADVANCE ORDER *****			

CONFIRMATION CONTRACT

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Laura Bassett,
do hereby request station time concerning the following issue:

Service Employees International Union

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

WPIEC #1342264

Total Charges: \$15,450

This broadcast time will be used by: SEIU

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"



Yes



No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Service Employees International Union
1800 Massachusetts Ave NW
Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): Heather Stone Deputy Political Director

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7/17/2012
Date

Laura Borek
Signature

(703) 350-5782
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

Accepted Accepted in Part Rejected
Lillie K. Roberts Printed Name 10/10/12 Title
Signature

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RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Service Employees International PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Laura Bassett
Candidate Manager Agency Committee (circle one)

ADDRESS: Waterfront Strategies
1010 Wisconsin Ave.
Washington, DC 20007

PHONE: 202-338-8700 FAX: 202-338-2334

EMAIL: _____

Information Requested: Rates & Averages

Final Disposition: Order placed \$15,450⁰⁰

If Committee, list officers and position: SEIU
1800 Massachusetts Ave, NW
Washington DC 20036

TAKEN BY: Cherry Blair DATE: _____ TIME: _____
T Rep / WASH.